

**REMARKS**

Claims 8, 9, 13, 14, 28, 32, 34, 40, 44, and 46 are currently pending in this application. The present claims have not been amended and no new claims have been added by amendment. Accordingly, Applicants respectfully request reconsideration of the present patent application. Further, the Examiner is thanked for the thoughtful and careful consideration of the present patent application. Applicants believe that in light of the remarks presented herein, the present application is in condition for allowance and Applicants respectfully request prompt and favorable action.

Claims 8, 9, 13, 14, 40, 44, and 46 have been rejected under 35 U.S.C. 103(a) as being unpatentable over Jellicoe (U.S. Patent Number 7,107,018) in view of Finke-Anlauff (U.S. Patent Number 6,850,226). Claims 28, 32, and 34 have been rejected under 35 U.S.C. 103(a) as being unpatentable over Jellicoe in view of Finke-Anlauff and further in view of Lenchik (U.S. Patent Number 6,658,272).

**Response to the Rejections of Claims 8, 9, 13, 14, 40, 44, and 46 under 35 U.S.C. 103(a)**

Claims 8, 9, 13, 14, 40, 44, and 46 have been rejected under 35 U.S.C. 103(a) as being unpatentable over Jellicoe in view of Finke-Anlauff. Claim 8 recites a method for presenting information on a display of a device, the device having a keyboard assembly deployable through a sliding connection, the keyboard assembly deployable in multiple directions. The method comprises detecting a direction in which the keyboard assembly is deployed, wherein the respective direction corresponds to one of a first operational mode or a second operational mode. The first operational mode corresponds to deployment from the device of a first key arrangement comprising numerical keys and the second operational mode corresponds to deployment from the device of a second key arrangement comprising alphabetic keys rotated 90 degrees from the numerical keys for viewing. The method also includes presenting information on the display rotated for viewing 90 degrees from the numerical keys, wherein the presenting is based on a command of an operating application using the numerical keys during deployment of the first key arrangement.

Jellicoe teaches a communication device that includes multiple keypads. Further, at column 3, lines 8 through 15, Jellicoe teaches “one of the keypad housings, houses circuitry for receiving, processing and generating control signals for the display panel 22 such that text

messages are automatically displayed. These messages, such as alpha-numeric characters 34, are displayed on the display panel 22 in the same orientation, either landscape or portrait, and in the same direction, as the graphic representations on the keys of the exposed keypad.”

As stated in the Office Action, Jellicoe does not teach or suggest “presenting information on the display rotated for viewing 90 degrees from the numerical keys.” Instead, the Office Action relies on Finke-Anlauff to teach “presenting information on the display rotated for viewing 90 degrees from the numerical keys.” Specifically, the Office Action states that it “would have been obvious for one of ordinary skill in the art at the time of the invention to utilize the method of reoriented information 90 degrees in the device of Jellicoe as taught by Finke-Anlauff because it would yield a predictable result, i.e., viewing information from other application from other applications in the numerical keys application for phone application, and provide the most advantageous view for a particular function for convenient access by the user.”

Combining Finke-Anlauff with Jellicoe is not possible and would render Jellicoe inoperable because rotating the text ninety degrees relative to the exposed keypad would make it substantially impossible for a user to read the text messages displayed on the screen while manipulating the exposed keypad. As such, the combination of Finke-Anlauff with Jellicoe would render Jellicoe inoperative for its stated purpose. Further, Jellicoe explicitly teaches away from rotating the display 90 degrees from the numerical keys in that Jellicoe explicitly states the “messages ... are displayed on the display panel 22 **in the same orientation ... and in the same direction**, as the graphic representations on the keys of the exposed keypad.” (emphasis added).

Additionally, claim 8 indicates “that presenting is based on *a command of an operating application using the numerical keys* during deployment of the first key arrangement.” (emphasis added). As such, the operating application controls the orientation of the display and the command comes from the operating application. At column 4, lines 31 through 33, Finke-Anlauff teaches that a “Control Processor 25 can instruct the display driver 29 of display 6 to rotate the display according to the software application in use.” In Finke-Anlauff the control processor determines the orientation not the application. Accordingly, the combination of Jellicoe and Finke-Anlauff does not replicate the method recited in Claim 8.

As such, claim 8 is patentably distinct from the cited prior art. Further, any claims that depend from claim 8 are also patentably distinct from the cited prior art.

For at least the same reasons discussed above, claims 13 and 14 are also patentably distinct from the cited prior art.

**Response to the Rejections of Claims 28, 32, and 34 under 35 U.S.C. 103(a)**

Claims 28, 32, and 34 have been rejected under 35 U.S.C. 103(a) as being unpatentable over Jellicoe in view of Finke-Anlauff and further in view of Lenchik. Claims 28, 32, and 34 each depend from allowable claims. As such, claims 28, 32, and 34 are also patentably distinct from the cited prior art.

**CONCLUSION**

In light of the remarks contained herein, Applicants submit that the application is in condition for allowance, for which early action is requested.

Please charge any fees or overpayments that may be due with this response to Deposit Account No. 17-0026.

Respectfully submitted,

By: 

Nicholas A. Cole  
Reg. No. 60,957  
(858) 658-1834

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QUALCOMM Incorporated  
Attn: Patent Department  
5775 Morehouse Drive  
San Diego, California 92121-1714  
Telephone: (858) 658-1834  
Facsimile: (858) 658-2502